



WOTV – Grand Rapids, MI

Issues Report

Second Quarter 2011

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

April – June 2011

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
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Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Diane Sawyer	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday and Sunday	6:30 - 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- 20/20

Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 @ 6pm
Date Aired: April 8, 2011
Length: :31
Summary: WMU Room & Board -- rates going up for room & board.
2. Program: 24 Hour News 8 @ 6pm
Date Aired: April 11, 2011
Length: :34
Summary: Hope College Gift -- \$1 million gift for undergraduate research.
3. Program: Maranda Where You Live
Date Aired: April 16, 2011
Length: 2:30
Summary: Forest Hills Eastern High School is teaching kids about recycling and being eco-friendly through a Recycled Fashion Show. Students made clothing and accessories out of recycled materials and showcased their creations to their classmates and parents in an effort to teach others about being earth friendly and sustainability.
4. Program: 24 Hour News 8 @ 6pm
Date Aired: April 20, 2011
Length: 1:23
Summary: Taylor to Cleveland? -- GRPS Superintendent Bernard Taylor in the running for superintendent in Cleveland.
5. Program: 24 Hour News 8 @ 6pm
Date Aired: April 22, 2011
Length: 2:40
Summary: Medical marijuana sold within drug free school zone.

6. Program: Maranda Where You Live
Date Aired: April 23, 2011
Length: 2:30
Summary: A group of Juniors and Seniors at East Grand Rapids high school are part of We The People. This is a government based after school club where students study the constitution and then debate political issues based on amendment rights. These students won on a regional level and were headed to Washington DC to represent the state of Michigan.

7. Program: Maranda Where You Live
Date Aired: April 30, 2011
Length: 2:00
Summary: Fifth Third Bank brought bankers into the classroom at Cesar Chavez Elementary School to teach students about finances. The kids were taught about saving and spending and taught the value of everyday items in their lives.

8. Program: Maranda Where You Live
Date Aired: May 7, 2011
Length: 1:30
Summary: This segment featured Kindermusik, a music based educational program for preschool and kindergartners. It teaches kids the fundamentals of music and incorporates music into counting, the alphabet, learning shapes and colors and more.

91. Program: 24 Hour News 8 @ 5:00pm
Date Aired: May 8, 2011
Length: 2:09
Summary: Connecting with Community finalist International Media Exchange, teaches media to young students to help them find their voice and connect to their community. IME, connects the local to the global using traditional and emerging media.

10. Program: 24 Hour News 8 @ 6pm
Date Aired: May 16, 2011
Length: 1:30
Summary: GRPS Board meeting discusses future of district leadership.

11. Program: 24 Hour News 8 @ 6pm
Date Aired: May 23, 2011
Length: :20
Summary: Aquinas College to name new President.

12. Program: Maranda Where You Live
Date Aired: June 18, 2011
Length: 3:00
Summary: Maranda interviewed students at Kent Career Technical Aviation Center about why they are part of this unique program. It's a career prep program for high schools that have an interest in aviation, aviation mechanics and maintenance.

13. Program: 24 Hour News 8 @ 6pm
Date Aired: June 21, 2011
Length: :26
Summary: Portage Central Demolition - Crews tearing down high school ahead of reopening new one.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: American Health Assistance Foundation PSA
Date Aired: April 1, 2011 – June 30, 2011
Length: 1:00
Summary: Public service announcement encouraging viewers to get informed about the Alzheimer's disease and ways to treat it.

2. Program: American Academy of Dermatology PSA
Date Aired: April 1, 2011 – June 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the dangers of tanning and the risks of contracting skin cancer.

3. Program: 24 Hour News 8 @ 6pm
Date Aired: April 4, 2011
Length: 2:00
Summary: Sudafed RX -- legislator wants to make Sudafed a prescription drug to curb meth crisis.

4. Program: 24 Hour News 8 @ 6pm
Date Aired: April 6, 2011
Length: :40
Summary: College Hearts -- more NCAA athletes at risk of sudden cardiac death.

5. Program: 24 Hour News 8 @ 6pm
Date Aired: April 12, 2011
Length: 1:32
Summary: Doctors Incentives -- New program gives doctors incentives to meet goals like reducing infections and minimizing complications.

6. Program: Maranda Where You Live
Date Aired: April 23, 2011
Length: 2:00
Summary: Sandy Hill Elementary School held a "walk n' roll" to school event where kids were encouraged to either walk, ride their bike or roller blade to school. It was a way to get kids up and moving and encourages healthy behaviors. Students who participated were entered into a drawing for prizes.
7. Program: 24 Hour News 8 @ 6pm
Date Aired: April 27, 2011
Length: :24
Summary: Meningitis vaccine: FDA approves vaccine for infants.
8. Program: Maranda Where You Live
Date Aired: May 14, 2011
Length: 2:00
Summary: Kids at Bauer Elementary in Hudsonville trained together to run a 5K. It was a three month commitment, where kids would meet prior to the start of school and run around the track. The training concluded with the students participating in the Fifth Third River Bank Run 5K.
9. Program: Maranda Where You Live
Date Aired: May 14, 2011
Length: 2:00
Summary: The Fifth Third River Bank Run is the largest 25K in the county. Our crew filmed downtown on race day and talked with participants about why they love to run and participate in this race.
10. Program: 24 Hour News 8 @ 6pm
Date Aired: May 18, 2011
Length: :45
Summary: Stem Cell Diabetes - Dr.'s say they are getting closer to curing Type 1 Diabetes using stem cells.

11. Program: 24 Hour News 8 @ 6pm
Date Aired: May 20, 2011
Length: :32
Summary: Dairy Dilemma - Some experts question whether milk could cause allergies or weight gain.

12. Program: 24 Hour News 8 @ 6pm
Date Aired: June 2, 2011
Length: 1:30
Summary: Changes to the food pyramid, and a story about federal regulations on school lunches.

13. Program: 24 Hour News 8 @ 6pm
Date Aired: June 10, 2011
Length: :29
Summary: Nicotine and Weight Gain - Scientists believe they know why people gain some weight when they try to quit smoking.

14. Program: 24 Hour News 8 @ 6pm
Date Aired: June 21, 2011
Length: :26
Summary: Cigarette Warning - FDA releasing new graphic health warning labels on cigarette packs.

15. Program: Maranda Where You Live
Date Aired: June 26, 2011
Length: 2:30
Summary: This segment featured the Fred Meijer Flat River Trail in Greenville. It's a new trail that is perfect for walking, running, biking and roller blading. We talked to families on the trail about how they stay physically fit and why this trail is an asset to their community.

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Replanting our Trees PSA
Date Aired: April 1, 2011 – June 30, 2011
Length: 1:00
Summary: Public service announcement encouraging viewers to plant trees and keep our forests from disappearing

2. Program: Girl Scouts PSA
Date Aired: April 1, 2011 – June 30, 2011
Length: 1:00
Summary: Public service announcement encouraging viewers to get involved with the Girl Scouts as a volunteer or a scout. Highlighting all the fun things they do on a regular bases.

3. Program: 24 Hour News 8 @ 6pm
Date Aired: April 3, 2011
Length: 2:00
Summary: Connecting with Community finalist, Code Red Robotics works with students to inspire technology, math, science and team work. Their robotic creations culminate in major competitions from the local level to national.

4. Program: 24 Hour News 8 @ 6pm
Date Aired: April 5, 2011
Length: :35
Summary: ArtPrize gets new executive director

5. Program: 24 Hour News 8 @ 6pm
Date Aired: April 10, 2011
Length: 2:03
Summary: Connecting with Community finalist, the Community Experience, is a multifaceted partnership that came together not just to build houses, but to help end homelessness in our community.

6. Program: 24 Hour News 8 @ 6pm
Date Aired: April 12, 2011
Length: :45
Summary: Thousands of eggs are being donated to a food bank that helps feed dozens of counties in West Michigan.
7. Program: 24 Hour New8 @ 6pm
Date Aired: April 17, 2011
Length: 2:38
Summary: Connecting with Community finalist, Learning from Scratch, works with students and community organizations in a collaborative effort that is also very green. It provides creativity and resources to others while keeping trash out of landfills.
8. Program: Maranda Where You Live
Date Aired: April 30, 2011
Length: 2:00
Summary: 14 year old twins, Madison and Melia, were born blind and decided to write book about their journey. With the help of the Michigan Eye Bank, they wrote and story and donated all the proceeds to the Eye Bank and helping to assist those financially with corneal transplants.
9. Program: 24 Hour News 8 @ 6pm
Date Aired: May 2, 2011
Length: :44
Summary: Local Red Cross -- West Michigan volunteers going south for tornado recovery
10. Program: 24 Hour News 8 @ 6pm
Date Aired: May 5, 2011
Length: 2:06
Summary: Iraqi Boy Wounded -- Iraqi boy injured in bombing brought to West Michigan to have prosthetic leg put on
11. Program: 24 Hour News 8 @ 6pm
Date Aired: May 13, 2011
Length: :25
Summary: Stamp Out Hunger - People can leave food at mailbox and postal workers will take it to food banks

12. Program: Maranda Where You Live
Date Aired: May 14, 2011
Length: 2:00
Summary: We talked with the hundreds of volunteers who help pull off the Fifth Third River Bank Run each year. From check in and registration, to refreshments and aid stations, we looked at all the volunteer positions and how the race wouldn't be what it is today without the help of volunteers.

13. Program: 24 Hour News 8 @ 6pm
Date Aired: June 3, 2011
Length: :22
Summary: Kzoo Prayer Event - People gathering at three churches to pray for city

14. Program: Maranda Where You Live
Date Aired: June 12, 2011
Length: 2:00
Summary: Freshman students from Lowell High School spent the day volunteering at Camp Blodgett in West Olive, Michigan. The students painting, cleaned, did landscaping work and got the camp ready to open in the summer.

15. Program: Maranda Where You Live
Date Aired: June 26, 2011
Length: 2:00
Summary: At our first Park Party of the summer, the community of Greenville came out and helped in full force. There were over 35 teachers from the high school who came out and volunteers. Volunteers helped with parking, greeting guests, serving lunch and picking-up trash.

16. Program: 24 Hour News 8 @ 6pm
Date Aired: June 28, 2011
Length: :17
Summary: Paul Collins Mural - Local artist unveiling mural of Gerald R. Ford today and donating it to Gerald Ford Job Corps Center.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Ad Council PSA
Date Aired: April 1, 2011 - June 30, 2011
Length: 1:00
Summary: Public Service Campaign addressing the dangers of teens being harassed via text messaging, also known as "textual harassment." And encouraging young women to seek out help if the harassment goes too far or even becomes sexual.

2. Program: 24 Hour News 8 @ 6pm
Date Aired: April 4, 2011
Length: :33
Summary: Motorcycle Helmet Law -- two new bills aim to reverse Michigan's motorcycle helmet law.

3. Program: 24 Hour News 8 @ 6pm
Date Aired: April 12, 2011
Length: :20
Summary: MDOT Potholes--how to report dangerous potholes on your streets.

4. Program: 24 Hour News 8 @ 6pm
Date Aired: April 18, 2011
Length: 2:00
Summary: Mayfield Fire Smoke Detectors.

5. Program: 24 Hour News 8 @ 6pm
Date Aired: April 27, 2011
Length: 1:19
Summary: Lightning Strike Data -- facts about lightning strikes after a dozen are hurt.

6. Program: 24 Hour News 8 @ 6pm
Date Aired: May 4, 2011
Length: :27
Summary: Kzoo River No Contact -- no contact order still in effect as crews clean up oil from Kalamazoo River.

7. Program: 24 Hour News 8 @ 6pm
Date Aired: May 10, 2011
Length: 1:00
Summary: Cell Phone Alerts -- program being rolled out that can give people emergency alerts on their cell phones.

8. Program: 24 Hour News 8 @ 6pm
Date Aired: May 13, 2011
Length: :28
Summary: Facebook Security - Facebook adding new security measures.

9. Program: 24 Hour News 8 @ 6pm
Date Aired: May 18, 2011
Length: :18
Summary: Safe Water Campaign -- program launching safe water campaign.

10. Program: 24 Hour News 8 @ 6pm
Date Aired: May 23, 2011
Length: :50
Summary: Seat Belt Presser - Promoting click it or ticket.

11. Program: 24 Hour News 8 @ 6pm
Date Aired: May 25, 2011
Length: 2:00
Summary: This month WOOD TV launched a campaign called "Safe Water" with the goal of keeping more people safe this summer in West Michigan's waters. Free event at the Holland Aquatic Center with safety demonstrations for children and families.

12. Program: 24 Hour News 8 @ 6pm
Date Aired: May 27, 2011
Length: 1:00
Summary: Holiday Travel - AAA forecast of number of people on the roads.
13. Program: Maranda Where You Live
Date Aired: June 4, 2011
Length: 2:00
Summary: In our water safety show we did a segment on rip tides. Lifeguards and children demonstrated what to do if caught in a rip tide and taught our viewers how to safely get out.
14. Program: Maranda Where You Live
Date Aired: June 4, 2011
Length: 3:00
Summary: Maranda took a boat ride with a local sheriff's department officer on Reeds Lake to talk water safety. He went over boating, kayaking and jet ski safety including special pointers for kids and teens.
15. Program: Maranda Where You Live
Date Aired: June 4, 2011
Length: 2:00
Summary: Touchstone Energy Cooperatives made a donation to the Ionia YMCA, so local elementary students could take water safety classes. Thanks to their donation, students were able to have swim lessons and also learned water survival safety skills.
16. Program: Maranda Where You Live
Date Aired: June 4, 2011
Length: 2:00
Summary: Maranda talked with the American Red Cross to find out proper CPR skills. The Red Cross did an on-air demonstration and also talked about the importance of AED machines and knowing how to properly use them in case of an emergency.

17. Program: 24 Hour News 8 @ 6pm
Date Aired: June 27, 2011
Length: :25
Summary: Drop Side Rail Crib - new ban goes into effect today banning drop side rail cribs.